

# HIV Self Screening Project

Promoting client HIV self-reporting and increasing outcomes data

LiveMoya was contracted by SFH to conduct an outcomes campaign over 7 weeks to improve client self-reporting data at 8 selected sites in 4 Provinces: Free State, Gauteng, Kwa-Zulu Natal and Mpumalanga.



## Background:

Sites were struggling to gather data relating to the use of the HIV self-screening kit. **The average outcomes response rate prior to the campaign was 10% based on telephonic followups.** Calling clients was found to be a tedious, time-consuming and expensive exercise. Alternative means of gathering and capturing the data was desired.

## Objectives:

- Encouraging clients to **self-report** their results
- Increasing outcomes data
- Introducing **innovative ways to enhance self-reporting** (i.e. unique identifier codes and promotional material)
- Evaluating the impact of promo materials on response rates

## Campaign approach:

**Site research** to understand site level issues, possible barriers to self-reporting and opportunities to increase outcomes data.

**Technical analysis** of communications and reporting process, including **M&E activities.**

**Development of communications tools and materials** to promote self-reporting. This included development of a unique identifier code for use on each HIV self-screening pack alongside a A6 flyer highlighting the confidential code underpinning all self-reported data and campaign key messaging.

**Development of three radio advertisements**, with the aim of increasing awareness of HSS and reinforcing the positioning i.e. ease of use and convenience. Advertisements were translated into four languages and flighted across local community radio stations.

**Radio interviews to raise awareness** of self-screening were conducted weekly across radio stations. Local site representatives conducted the interview with the radio DJ to highlight the impact of HSS for clients and on the communities that we serve. Guests were also invited to the interview.

**Motivation of site teams in self-reporting campaign**, particularly given the importance of interpersonal communication in this campaign. Community distributors were provided with branded bibs raising awareness of self-screening.

**Run an automated yet personalised SMS campaign** that promoted self-screening and provided more information to the client on sources of support.

**Daily contact across sites** to ensure prompt resolution of issues and questions.

**Including incentives at various intervals** across the sites that would encourage clients to self-report and determining if this would have any impact on outcomes data. Small promotional items i.e. grocery vouchers, were offered to random clients on a scheduled basis, with larger prizes i.e. cell phone, microwave offered as a once off for select weeks at select sites.

## Results

Results indicate that **clients prefer interpersonal communication.** Key achievements were observed at particular sites for particular weeks, namely:

Site name	Week	Response rate
Welkom	Week 6	21%
QwaQwa	Week 5, 6, 7	100% for each week
eThekwini	Week 4	22%
Nkomazi	Week 7	32%
Nkangala	Week 5	40%
Nkangala	Week 6	29%

**62%** 'please call me' and client call in accounts for most feedback across channels  **31** Radio interviews across stations 

**147,706** Flyer designed and printed in 5 languages  **101** prize winners 

**160,000** Unique identifier codes developed and printed for individual packs  **61,635** SMSes sent 



**Top performing site: QwaQwa achieved an average of 25%**



**Number of clients who self-reported results = 5,710**

**2,861** results yielded via WhatsApp 

**VS SMS**

**672** results yielded via SMS 



**On-site** was the easiest way of generating self-reporting results



**145 vs 50** More men preferred calling in to women



**435 vs 237** More men preferred SMS to women



**1443 to 1418** Even split between men and women on WhatsApp

## Other activities

Alongside this campaign, we also **designed, translated and produced a number of IEC materials** that support self-screening awareness and accurate kit use. We also produced an instructional video that explains the use of the blood-based self-screening kit.